

# *West Allis*

## **FRIENDS OF WEST ALLIS PARKS**





## LETTER FROM THE MAYOR

Dear Potential Sponsors,



There are many great places to get outside in West Allis! West Allis is home to over a dozen City-owned parks. Our Department of Public Works also maintains the trees, boulevards, and landscaping at City facilities such as West Allis Farmers Market and West Allis Public Library.

You can play an important role in supporting our parks and green spaces and help to keep West Allis beautiful. Sponsorships are critical investments needed to sustain and improve our parks and landscaping. Sponsorship opportunities are available at all levels so you can find the sponsorship opportunity that works for you, whether you're an individual, family, non-profit, or corporate partner.

Our parks provide opportunities for relaxation and recreation for the citizens of West Allis. Learn about the parks your gift will support, or visit [www.westalliswi.gov/parks](http://www.westalliswi.gov/parks) to learn more.

Sincerely,



Mayor Dan Devine

## WHY BECOME A FRIEND OF WEST ALLIS PARKS?

A park isn't just a park. Urban green spaces like those in West Allis have countless positive impacts on the community. Green spaces reduce crime and promote healthy lifestyles; encourage community engagement by allowing neighbors to connect and enjoy them together; help manage stormwater and lessen flooding risks; and clean the air while improving public health. Our parks do all that and can do more with your gift.

In addition to ensuring our parks are maintained for generations to come, your sponsorship includes:

- Recognition in City of West Allis digital and print communications
- City of West Allis logo merchandise, which may include stickers, buttons, and apparel
- Opportunities for recognition of your brand/organization, expanding your reach to new customers
- Custom plaques or signage to memorialize a loved one or publicly recognize your gift
- A demonstrable return on investment – visit our parks and experience the difference your gift makes!





# SPONSORSHIP OPPORTUNITIES

Whatever your budget or the size of your household or business, we have many opportunities to invest in the long-term success of our parks. Choose from:

- ▶ **Build a Park:** Purchase individual, needed items to improve specific parks (please see additional packet for Build a Park information).
- ▶ **Memorial Sponsorships:** Honor the memory of a loved one by donating a tree, bench, or flower bed planting.
- ▶ **Friends of the Park:** General sponsorship levels that fund the future of all of our parks.
- ▶ **Friends of West Allis Dog Park:** Supporting West Allis' first dog park.
- ▶ **Friends of West Allis Skate Park:** Keeping this vital community amenity strong for years to come.

Choose the option that works for you, or contact Tourism & Event Coordinator Caitlyn White at [cwhite@westalliswi.gov](mailto:cwhite@westalliswi.gov) to create a custom sponsorship package that works for you.



Pocket Park, 58th & Beloit



# BECOME A FRIEND OF WEST ALLIS PARKS

## POCKET PARK, 58TH AND BELOIT

This 0.1-acre mini-park is located on a triangular lot at the intersection of S. 58th St. and W. Beloit Rd. Park amenities include landscaping, benches and a paved path. Tree species include ornamental pear, crabapple, and honeylocust.

## POCKET PARK, 60TH AND NATIONAL

This mini-park contains 0.1 acres and is located at the intersection of S. 60th St. and W. National Ave. It includes three benches, landscaping, and a paver path.

## POCKET PARK, 64TH AND GREENFIELD

This 0.3-acre park is located at the intersection of S. 64th St. and W. Greenfield Ave. It includes 4 benches and a paver path.

## RAILROAD PARK, 82ND AND NATIONAL

Railroad Park is a 0.3-acre mini-park located at the intersection of W. National Ave. and S. 82nd St. It includes benches and a small landscaping bed.



West Allis Dog Park



Arnold Klentz Park

## ARNOLD KLENTZ PARK

This 4.1-acre neighborhood park is located at 2601 S. 72nd St. Park amenities include softball fields, a playground, and a basketball court. Tree species include sugar maple, yellowwood, and elm.

## HONEY CREEK PARK

This 3.7-acre park is located at 1999 S. 84th St. The park is adjacent to Franklin Elementary and contains trails and a gazebo. Tree species include spruce, honeylocust, ironwood, oak, and redbud.

## KOPPERUD PARK

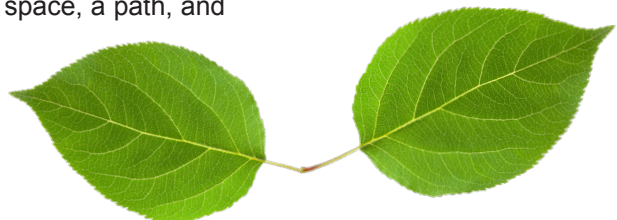
This 2.7-acre park is located at the intersection of S. 76th St. and W. Pierce St. It contains open space, a path, and benches.

## LIBERTY HEIGHTS PARK AND WADING POOL

This 6.5-acre park is located at 1540 S. 62nd St. Site amenities include a wading pool, a softball field, and basketball courts. Tree species include linden, honeylocust, elm, ash, serviceberry, maple, and birch.

## RESERVOIR PARK

This 13.2-acre park is home to the West Allis Little League and is located at 9621 W. Lapham St. Amenities include youth baseball fields, soccer fields and a playground. Tree species at this site include pine, elm, maple, cottonwood, spruce, ash, and hackberry.





## ROGERS PARK

This 1.1 acre park is located at 2023 S. 75th St. The playground includes a play structure, swings and a small memorial plaza. Tree species include horse chestnut, pine, maple, honeylocust, linden, ash, oak, and redbud.

## ROGERS PLAYGROUND

This 0.7-acre mini park is located at 2014 S. 56th St. The park includes a playground and open space. Tree species include ash, ornamental pear, and ginkgo.

## ROOSEVELT PARK

Located at 938 S. 58th St., Roosevelt Park is a former WestAllis-West Milwaukee School District property which the City purchased from the district in 2017. With Community Development Block Grant Funds, the city updated the park's play equipment, adding climbers, slides, rockers and swings, along with a poured rubber surface for safe play.

## VETERANS MEMORIAL PARK

This 1.85-acre park is located at the intersection of W. National Ave. and S. 70th St. Its amenities include a memorial plaza, a playground, and open space.

## WEST ALLIS DOG PARK

The park is located at 11200 W. Hayes Ave., with the entry off of the northeast corner of Hayes or off of Cleveland Ave at S. 112th St.

## JOYCE RADTKE SKATE PARK

This 0.9 acre park is located at 8320 W. National Ave. The park includes skate elements, benches and lighting.



# B E C O M E A F R I E N D O F W E S T A L L I S P A R K S





# 2021 FRIENDS OF OUR PARKS:

If you love all of our parks, this sponsorship opportunity is for you! Support the future of all of West Allis parks by sharing your generosity with our Friends of the Parks program. Your donation will be used as needed to improve our parks and will ensure that all parks' needs can be met in the future. Individuals, households, or businesses are welcome to become Friends of Our Parks, and different sponsorship tiers are listed below accordingly. Commemorative or tributary plaques are included with some sponsorship tiers as noted.

## Individual/Household Sponsorships

### HYACINTH LEVEL - \$1000

Flower bed with plaque  
Tree planting with plaque  
City website: Name  
2x annual print newsletter:  
Name  
City of West Allis logo  
merchandise:  
5 preassembled packages

### DANDELION LEVEL - \$50

City website: Name  
2x annual print newsletter:  
Name  
City of West Allis logo  
merchandise:  
1 preassembled package

### CLOVER LEVEL - \$150

City website: Name  
2x annual print newsletter:  
Name  
City of West Allis logo  
merchandise:  
2 preassembled packages

### DAISY LEVEL - \$250

Flower bed with plaque  
Tree planting with plaque  
City website: Name  
2x annual print newsletter:  
Name  
City of West Allis logo  
merchandise:  
3 preassembled packages

### LILAC LEVEL - \$500

Flower bed with plaque  
Tree planting with plaque  
City website: Name  
2x annual print newsletter:  
Name  
City of West Allis logo  
merchandise:  
4 preassembled packages



Rogers Park



Liberty Park





Reservoir Park

## Corporate Sponsorship Benefits

### CEDAR LEVEL - \$5000

Trees (2) planting with plaque  
Bench with plaque  
4X8 vinyl thank you banner:  
Logo (shared banner with other sponsors)  
E-newsletter - 12x annually: Logo  
Facebook post partner spotlight  
City website: Logo  
2x annual print newsletter: 1/2 Page Ad  
City hall lobby digital display: Full Screen Ad  
City cable channel: Logo  
Custom Volunteer Experience: Up to 75 participants  
City of West Allis logo merchandise: Preassembled packages for up to 75 people

### SEEDLING LEVEL - \$100

4X8 vinyl thank you banner: Name (shared banner with other sponsors)  
E-newsletter - 12x annually: Name  
City website: Name  
2x annual print newsletter: Name  
City cable channel: Name  
Custom Volunteer Experience: Up to 10 participants  
City of West Allis logo merchandise: Preassembled packages for up to 5 people

### SAPLING LEVEL - \$250

4X8 vinyl thank you banner: Name (shared banner with other sponsors)  
E-newsletter - 12x annually: Name  
City website: Name  
2x annual print newsletter: Name  
City cable channel: Name  
Custom Volunteer Experience: Up to 15 participants  
City of West Allis logo merchandise: Preassembled packages for up to 10 people

### PINE LEVEL - \$500

Tree planting with plaque  
4X8 vinyl thank you banner: Name (shared banner with other sponsors)  
E-newsletter - 12x annually: Name  
City website: Name  
2x annual print newsletter: 1/4 Page Ad  
City hall lobby digital display: Logo  
City cable channel: Name  
Custom Volunteer Experience: Up to 25 participants  
City of West Allis logo merchandise: Preassembled packages for up to 15 people

### OAK LEVEL - \$1000

2x annual print newsletter: 1/4 Page Ad  
City hall lobby digital display: Logo  
City cable channel: Logo  
Custom Volunteer Experience: Up to 50 participants  
City of West Allis logo merchandise: Preassembled packages for up to 50 people  
Trees (2) planting with plaque  
4X8 vinyl thank you banner: Logo (shared banner with other sponsors)  
E-newsletter - 12x annually: Logo  
City website: Logo



# JOYCE RADTKE SKATE PARK SPONSORSHIPS

This 0.9-acre park is located at 8320 West National Avenue. The park includes skate elements, benches, and lighting, and was updated in 2020 with additional features designed to improve the skate experience.

## KICKFLIP LEVEL - \$1000

Bench with plaque  
4X8 vinyl thank you banner:  
Logo  
E-newsletter - 4x annually:  
Logo  
Facebook post recognition  
City website: Logo  
2x annual print newsletter:  
1/2 Page Ad  
City hall lobby digital display:  
Full screen ad  
City cable channel: Logo  
Quarterly 10 x 10 event tent  
at park to sell your products/  
services  
West Allis logo merchandise:  
Preassembled packages for  
up to 15 people

## MANUAL LEVEL - \$50

4X8 vinyl thank you banner:  
Name (shared banner with  
other sponsors)  
E-newsletter - 4x annually:  
Name  
City website: Name  
2x annual print newsletter:  
Name  
City cable channel: Name  
West Allis logo merchandise:  
Preassembled packages for  
up to 3 people

## TICK TACK LEVEL - \$100

4X8 vinyl thank you banner:  
Name (shared banner with  
other sponsors)  
E-newsletter - 4x annually:  
Name  
City website: Name  
2x annual print newsletter:  
Name  
City cable channel: Name  
West Allis logo merchandise:  
Preassembled packages for  
up to 5 people

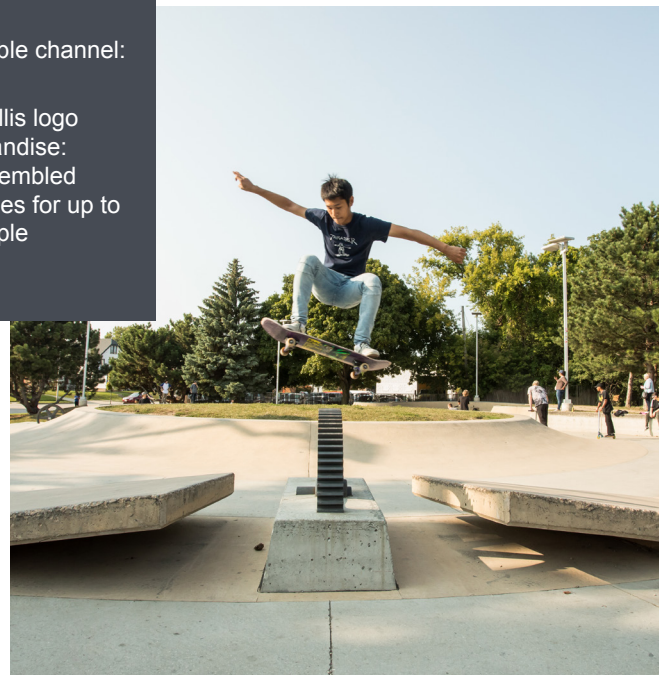
## POWERSLIDE LEVEL - \$250

4X8 vinyl thank you banner:  
Name (shared banner with  
other sponsors)  
E-newsletter - 4x annually:  
Name  
City website: Name  
2x annual print newsletter:  
1/4 Page Ad  
City hall lobby digital display:  
Logo  
City cable channel: Name  
West Allis logo merchandise:  
Preassembled packages for  
up to 10 people

## OLLIE LEVEL - \$500

4X8 vinyl thank you banner:  
Logo (shared banner with  
other sponsors)  
E-newsletter - 4x annually:  
Logo  
City website: Logo  
2x annual print newsletter:  
1/4 Page Ad  
City hall lobby digital display:

Logo  
City cable channel:  
Logo  
West Allis logo  
merchandise:  
Preassembled  
packages for up to  
15 people





# WEST ALLIS DOG PARK SPONSORSHIPS

West Allis Dog Park opened in 2019 and offers small dog and large dog play areas for unleashed dog exercise. Park passes are \$5 per day or \$25 per calendar year for residents and \$5 per day or \$50 per calendar year for non-residents. Prices are per dog. You must bring proof that your dog is neutered or spayed before you can purchase a dog park pass. Proof of current rabies vaccination is also required. The park is located at 11200 W. Hayes Ave., with entry off the northeast of Hayes or off of Cleveland Ave.

## GREAT DANE LEVEL - \$1000

Bench with plaque  
4X8 vinyl thank you banner:  
Logo/name  
E-newsletter - 4x annually:  
Logo/name  
Facebook post recognition  
City website: Logo/name  
2x annual print newsletter:  
1/2 Page Ad  
City hall lobby digital display:  
Full screen ad  
City cable channel: Logo  
Quarterly 10 x 10 event  
tent at dog park to sell your  
products/services  
West Allis dog park logo  
merchandise:  
Preassembled packages for  
up to 15 people

## TERRIER LEVEL - \$50

4X8 vinyl thank you banner:  
Name (shared banner with  
other sponsors)  
E-newsletter - 4x annually:  
Name  
City website: Name  
2x annual print newsletter:  
Name  
City cable channel: Name  
West Allis dog park logo  
merchandise:  
Preassembled packages for  
up to 3 people

## BULLDOG LEVEL - \$100

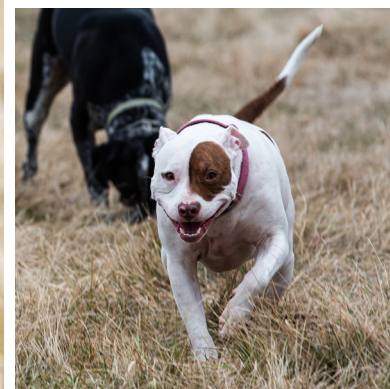
4X8 vinyl thank you banner:  
Name (shared banner with  
other sponsors)  
E-newsletter - 4x annually:  
Name  
City website: Name  
2x annual print newsletter:  
Name  
City cable channel: Name  
West Allis dog park logo  
merchandise:  
Preassembled packages for  
up to 5 people

## SPANIEL LEVEL - \$250

4X8 vinyl thank you banner:  
Logo (shared banner with  
other sponsors)  
E-newsletter - 4x annually:  
Name  
City website: Name  
2x annual print newsletter:  
Name  
City cable channel: Name  
West Allis dog park logo  
merchandise:  
Preassembled packages for  
up to 10 people

## RETRIEVER LEVEL - \$500

4X8 vinyl thank you banner:  
Logo (shared banner with  
other sponsors)  
E-newsletter - 4x annually:  
Logo/name  
City website: Logo/name  
2x annual print newsletter:  
1/4 Page Ad  
City hall lobby digital display:  
Logo  
City cable channel: Logo  
West Allis dog park logo  
merchandise:  
Preassembled packages for  
up to 15 people







## Sponsorship Reservation Form

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Company (if applicable): \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Best Phone: \_\_\_\_\_

### The Friends of Our Parks Sponsorship form and check can be submitted to:

The City of West Allis Tourism & Event Coordinator, Caitlyn White, via email at [cwhite@westalliswi.gov](mailto:cwhite@westalliswi.gov) or mailed to:  
City of West Allis, Attn: Caitlyn White, Communications Dept., 7525 W. Greenfield Ave., West Allis 53214

## Choose Your Sponsorship Contributions:

### FRIENDS OF OUR PARKS: Individual/Household Sponsorships

Level	Hyacinth Level \$1000	Lilac Level \$500	Daisy Level \$250	Clover Level \$150	Dandelion Level \$50
Select					

### FRIENDS OF OUR PARKS: Corporate Sponsorship Benefits

Level	Cedar Level \$5000	Oak Level \$1000	Pine Level \$500	Sapling Level \$250	Seedling Level \$100
Select					

### WEST ALLIS DOG PARK SPONSORSHIPS (Individual and/or Corporate)

Level	Great Dane Level \$1000	Retriever Level \$500	Spaniel Level \$250	Bulldog Level \$100	Terrier Level \$50
Select					

### JOYCE RADTKE SKATE PARK SPONSORSHIPS

Level	Kickflip Level \$1000	Ollie Level \$500	Powerslide Level \$250	Tick Tack Level \$100	Manual Level \$50
Select					



# MEMORIAL SPONSORSHIPS

Honor the memory of a loved one by sponsoring the full cost of a boulevard planting bed, tree, or park bench.

**SPONSORSHIP - \$1000**  
Bench with plaque

**SPONSORSHIP - \$225**  
Tree planting with plaque

**SPONSORSHIP - \$200**  
Flower bed with plaque

## Choose Your Sponsorship Contributions:

### Memorial Sponsorships

Level	\$1000	\$225	\$200
Select			



Reservoir Park



Arnold Klentz Park



Honey Creek Park



Joyce Radtke Skate Park

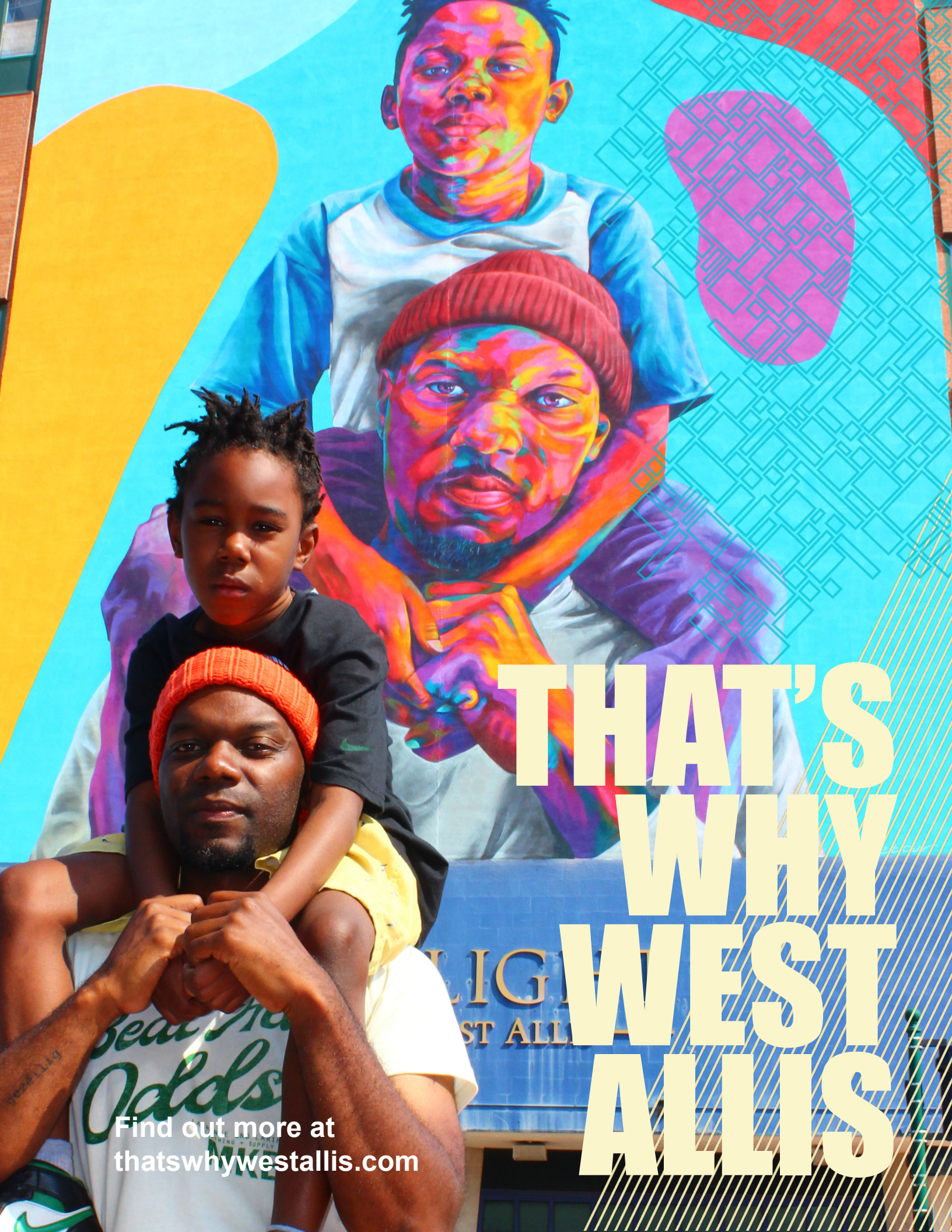


Kopperud Park



Veterans Memorial Park





# THAT'S WHY WEST ALLIS

Find out more at  
[thatswhywestallis.com](https://thatswhywestallis.com)